

Radio & Television Advertising Representative Revenues Africa Report & Database

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Abstracts

RADIO & TELEVISION ADVERTISING REPRESENTATIVE REVENUES AFRICA REPORT + DATABASE

The Radio & Television Advertising Representative Revenues Africa Report & Database gives Market Consumption/Products/Services for 54 countries by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered include: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Cote d'Ivoire, Democratic Republic Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Sao Tome/Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe. NB: Data Caveats apply to some countries.

59 MARKET RESEARCH CHAPTERS. SPREADSHEET CHAPTERS: Market Consumption - in US\$ by Country by Product/Service by Year. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

AFRICA & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS. FINANCIAL SPREADSHEETS & DATABASES. INDUSTRY SPREADSHEETS & DATABASES.

Data includes Market Consumption by individual Product/Service, Per-Capita Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users & Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data.

The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for your own reports, spreadsheet calculations & modeling.

20 Products/Markets covered, 1965 pages, 3980 spreadsheets, 3977 database tables, 280 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 5418401_L.

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RADIO & TELEVISION ADVERTISING REPRESENTATIVE REVENUES AFRICA REPORT + DATABASE

The Market for Radio & Television Advertising Representative Revenues in each country by Products & Services.

This database covers NAICS code: 5418401_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Radio & Television Advertising Representative Revenues Africa Report & Database covers:

TIME SERIES - Historic: 1997- 2019/Current time series: 2020- 2027/Long Term Projection: 2027-2046. Consumption given at industry/distribution channel/service or product line level.

PRODUCTS & MARKETS COVERED:

RADIO + TELEVISION ADVERTISING REPRESENTATIVE REVENUES

1. Radio & television advertising representatives Lines
2. Advertising agency services (Integrated)
3. Advertising creative services
4. Media planning &/or buying services
5. Direct mail advertising services
6. Direct mail advertising services: Full direct mail services
7. Direct mail ad serv: Concept dvlpmt-Direct mail ad campaign serv
8. Direct mail ad serv: Print serv for direct mail ad materials
9. Direct marketing services
10. Media monitoring & analysis services
11. Coordination of production & delivery of premiums (ad specialties)
12. Other services related to advertising
13. Media representation services
14. Media representation serv: Sale of ad space in print media
15. Media representation serv: Sale of advertising time on television
16. Media representation services: Sale of advertising time on radio

17. Media repr serv:Sale-Ad space in media oth than print/TV/radio

18. All other receipts

19. All other operating receipts

59 MARKET RESEARCH CHAPTERS:

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SPREADSHEET CHAPTERS:

PRODUCT CONSUMPTION - in US\$ by Country by Product/Service by Year: 1997-2019, Forecast 2020- 2027, Forecast 2027-2046. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

AFRICAN & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS: 1332 African Database tables & Spreadsheets covering business scenarios. 1435 African Database tables & Spreadsheets covering Markets, Market Forecast, Financial Forecast, Financial Margins, Historic Financial, Historic Costs, Industry Norms for each country. 3816 National Database tables & Spreadsheets covering business scenarios.

FINANCIAL SPREADSHEETS & DATABASES: 188 Balance Sheet, Financial Margins & Ratios for each of 103 Business Scenarios - by Country by Year - Forecast 2020-2027, Forecast 2027-2046.

INDUSTRY SPREADSHEETS & DATABASES: 820 Database tables & Spreadsheets covering Historic Industry Balance Sheet Data, Forecast Industry Financial Data, Industry Profiles & Norms - by Country by Year - Forecast 2020- 2027, Forecast 2027-2046.

NATIONAL DATA - by Country by Year.

The report is produced on a DVD containing the entire report web and databases, and it is also supplied online as a zipped file. Readers can access & reproduce the information for their own documents or reports. Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.

20 Products covered for 54 Countries: 1965 pages, 3980 spreadsheets, 3977 database tables, 280 diagrams & maps.

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